



Microsoft® Virtual Earth™

Platform Services for Location-Based Solutions

The Microsoft® Virtual Earth™ platform is an integrated set of services providing quality geospatial data, rich imagery, and cutting-edge technology that helps organizations visualize data and provide immersive end-user experiences. By developing on the Virtual Earth platform, you can create immersive experiences for desktop or mobile devices based on high-resolution map detail, aerial imagery, bird's eye¹ views, and 3D city models. The Virtual Earth platform includes maps optimized for mobile devices, more international coverage and capability, deeper and richer data and images, and enhanced performance.

Start working with the Virtual Earth platform:

- **Virtual Earth Map Control.** The Virtual Earth Map Control API lets users make requests via JavaScript to an AJAX map object. The Map Control enables rich mapping and enterprise-class application development with an intuitive JavaScript programming model.
- **Virtual Earth Web Services.** Developers can now take advantage of the new Virtual Earth Web Services API, which offers static map images (.gif, .jpeg, and .png), direct map tile access, one-box search functionality, geocoding, reverse geocoding, and routing.
- **MapPoint® Web Service.** The MapPoint Web Service is a programmable Web service hosted by Microsoft and used by enterprises and independent software developers to integrate location-based services, such as maps, driving directions, and proximity searches, into software applications and business processes.

Virtual Earth Platform Features:	Virtual Earth AJAX Control	Virtual Earth Web Services	MapPoint Web Service
Geocoding			
Geocoding. Get the most accurate locations around the world through integration of multiple geocoders and datasets with MapView, Reverse IP, and Culture to provide to most relevant and accurate results. ²	X	X	X ²
Reverse Geocoding. Find the closest street address based only on latitude and longitude coordinates from a GPS or other geospatial device.	X	X	X
International Geocoding. Enable users to find international addresses with more precision with reverse geocoding, now available anywhere Virtual Earth has routing.	X	X	X
Expanded Number of Rooftop Views. Create detailed maps to help users find locations with rooftop accuracy. Virtual Earth now offers 85 million unique addresses—more than 70% of all addresses in the U.S.	X	X	X
Routing/Directions			
One-Click Directions. Provide directions in one click, including route options by shortest time, shortest distance, or traffic flow—without having to enter a starting address.		X	
Expose Route Geometry. Use route geometry to perform spatial queries and draw customized routes on maps to feature on a Web site or within a mapping application.	X	X	
Localized Directions. Localized market support is supported in the API along with localized maps and walking ³ and driving directions in 13 languages.	X	X	X
Landmark Hints. Offer customers in the U.S. and Canada turn-by-turn directions that feature familiar landmarks, such as gas stations and fast-food restaurants, by name.	X	X	
Parse/Search			
Enhanced Location Search. Find locations using alternate and similar spellings, resulting in a more relevant search experience.	X	X	X
Proximity Search. Return a list of points of interest based on proximity to a selected location. ⁴ Deploy flexible ways to search for additional points of interest along a specified route. ⁵	X	X	X
Property Filtering. Refine any business listing search by filtering on properties such as user rating, cuisine, atmosphere, and amenities. Get suggestions on filters that can be used to further refine a business listing search.		X	
Find Locations. Customize search results with the find method, which sends the resulting pushpins directly to a shape layer. The user can then toggle layer visibility and manipulate layer content.	X	X	X
Extended International Parsing Capabilities. Develop applications with better match rates for addresses in Australia, New Zealand, Canada, and Puerto Rico.	X	X	
Map Tiles/Imagery			
Bird's Eye¹ View. Use the bird's eye ¹ view to enjoy continuous panning as the scenery moves across the map, even in 3D. Bird's eye hybrid adds street names to the bird's eye maps to provide better visual context and orientation.	X	X (tiles only)	
Aerial Views. Rich aerial photography provides deep and accurate data overlaid on maps.	X	X	X

*N/A means not applicable; an unchecked box means that the feature is not available in that platform.

⁷ Only available in the Map Control.

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